

## CTAC III Phone and Online Survey – Themes

Revised March 15, 2011

- Transportation priorities
  - Preservation and maintenance of existing system vs. capital projects (e.g. restriping streets/replacement of guardrail or building new sidewalks/transit corridor improvements—signals, bus bulbs, etc.)
  - Mode – SOV, bike, pedestrian, transit, etc.
  - Given limited funding for transportation, what is the biggest need
- Values (what drives people's support for transportation investments)
  - Health
  - Mobility (convenience)
  - Equity
  - Sustainability/Environment
  - Cost/stewardship of taxpayer dollars
  - Safety
  - Productivity (jobs, economic development)
- Perception of SDOT and its role
  - Understanding of SDOT's role
  - Perception of how well SDOT is meeting transportation needs and managing public funds
- Perception of Bridging the Gap (BTG)
  - Knowledge of the purpose of BTG
  - Level of awareness of BTG
  - Perception of BTG's success in achieving its stated goals
- Willingness to pay
  - Willingness to pay for projects that improve priority modes (i.e. bike, ped, etc) identified earlier in the survey
  - Preferred funding sources (i.e. property tax, sales tax, tolling, vehicle license fee)
  - Support for additional funds for maintenance and preservation, even before BTG is up for renewal
  - Support for an additional funding package that combines maintenance and operations and new bike/pedestrian/transit investments vs. other major capital needs (i.e. seawall)
- Demographic information
  - Neighborhood and/or address
  - Homeowner or renter
  - Employment status
  - Main mode of commute
  - Main mode for non-commute trips
  - Income
  - Gender
  - Language spoken at home
  - Age
  - Registered to vote?